

January 26th, 2005

Press Release

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Chairman, T-Engine Forum
Director, YRP Ubiquitous Networking Laboratory
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URL: <http://www.t-engine.org/>

“Development and Verification for Integrated Food Traceability Systems that utilize Ubiquitous ID Technology, “ as a part of the 2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries.

“Integrated Food Traceability Systems” that link between production sites and stores utilizing Ubiquitous ID Technology

- **In-store experiments that utilize various types of ucode tags and display terminals commences.**

■ In-store experiments for food traceability systems utilizing the Ubiquitous ID Center commences.

In order to achieve its goal of realizing ubiquitous computing society, the T-Engine Forum (Location: Shinagawa, Tokyo; Current number of member organizations: 475; Chairman: Ken Sakamura, Professor of the University of Tokyo / Director of the YRP Ubiquitous Networking Laboratory), has been promoting research and development, standardization and verification experiments for the cutting-edge IT technologies.

The Forum has done research and development and conducted experiments in the production stage for “Integrated Food Traceability Systems that utilize Ubiquitous ID Technology “ as a part of the 2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries as part of verification experiments undertaken by Ubiquitous ID Center. Now, we are ready to begin sales experiments in the distribution stage and stores from February 2nd, 2005. These experiments will use cutting-edge Ubiquitous ID Technology, promoted by the YRP Ubiquitous Networking Laboratory for the Ministry of Internal Affairs and Communications and others, that automatically recognizes every “physical object” and “location” to provide us with useful information and services. (The experiments include results of sponsored research for “Research and Development for Ubiquitous Networking Technology (Ultra tiny chip network)” by the Ministry of Internal Affairs and Communications, and “Research and Development for Network Protocols for Ubiquitous Computing Environment” by the National Institute of Information and Communication Technology)

Prior to the experiments, an opening ceremony will be held. Please see the attached sheet for more information for the ceremony.

- Period: February 2nd (Wed) through February 15th (Tue), 2005
- Location: Food floor of the Mitsukoshi Department store (Nihonbashi)
- Items: Fruit and meat
- Details:
 - ucode tags (ubiquitous code tag: bar codes and electronic tags will be used for these experiments) will be attached to fruit and meat in the production/distribution stages through the sales stage in order to operate systems that collect, record and manage history information to trace these goods.
 - Food with ucode tags attached will be sold to general consumers on the food floor of the Mitsukoshi Department store.
 - In the store, in-store displays and ubiquitous communicators will be set up. Production history and distribution information on food can be viewed by reading ucode tags using these terminals.
 - Also, the same information can be viewed by reading ucode tags with suitably equipped mobile phones.
- Participating Organizations:
Mitsukoshi, Ltd., Sun Fruit Co., Ltd., Nicoh Corp., Asakusa Imahan, Co., Ltd., Asahi Broiler Co., Ltd., Meat-Companion Co., Ltd., Minami branch of the Shizuoka Greenhouse JA, Tokyo Seika, Co., Ltd., Yokosuka Telecom Research Park

(Exhibit 1)

2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries

‘Development and Verification for Integrated Food Traceability Systems that utilize Ubiquitous ID Technology’

“Opening Ceremony for In-Store Experiments”

T-Engine Forum

The Opening Ceremony will be held as outlined below. Since space is limited, if you would like to cover the event, please fill in the attached form and notify us in advance.

1. Date and Time: 9:00 - 9:40 on February 2, 2005 (Wed) (Shooting in the store from 8:30).
2. Location: Food floor of the Mitsukoshi Department store (1-4-1 Nihonbashi Muromachi, Chuo, Tokyo)
3. Participating Organizations:
T-Engine Forum, Ministry of Agriculture, Forestry and Fisheries, Ministry of Internal Affairs and Communications, Mitsukoshi, Ltd., Sun Fruit Co., Ltd., Nicho Corp., Asakusa Imahan, Co., Ltd., Asahi Broiler Co., Ltd., Meat-Companion Co., Ltd., Minami branch of the Shizuoka Greenhouse JA, Tokyo Seika, Co., Ltd., Yokosuka Telecom Research Park
4. Program
 - (1) 8:30 – 9:00 Pre-shooting, Demonstration of Meat-related Traceability Systems
 - (2) 9:00 – 9:20 Opening Ceremony
 - Greetings: Ken Sakamura, Chairman, the T-Engine Forum
Noriyuki Sudo, Counselor, Food Safety and Consumer Affairs Bureau, MAFF
Kenji Tanaka, Division Chief, Standardization Division, Information and Communications Policy Bureau, MIC
Keiji Miyamoto, Manager of the Nihonbashi Main Branch, Director, Managing Executive Officer, Mitsukoshi, Ltd.
 - (3) 9:20 – 9:40 Demonstration for Fruit-related Traceability Systems
5. Notes:
 - (1) The store will start preparation for the opening to the general public from 9:40. Please leave the store immediately after the ceremony.
 - (2) In principle, no shooting or coverage will be permitted in the store during the store operating hours.

- (3) When entering the store, you need to show your ID. If you would like to cover the event, please fill in the attached form and notify us in advance.
- (4) For those who are unable to attend the ceremony, demonstrations will be conducted on two days (see Exhibit 2). These will be the same demonstrations as those conducted during the opening ceremony.

6. Contact

T-Engine Forum Secretariat (Within the YRP Ubiquitous Networking Laboratory)

The 28th Kowa Building, 2-20-1 Nishigotanda, Shinagawa, Tokyo, 141-0031

Phone: 03-5437-2270 Fax: 03-5437-2271

E-mail: press@www.t-engine.org

Contact: Hakuta, or Taguchi

(Exhibit 2)

2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries

‘Development and Verification for Integrated Food Traceability Systems that utilize Ubiquitous ID Technology’

“Demonstrations”

T-Engine Forum

Demonstrations will be conducted as follows. Since space is limited, if you would like to cover the event, please fill in the attached form and notify us in advance.

1. Date and Time: 1st set of demonstrations 19:30 - 20:30 February 4, 2005 (Fri)
2nd set of demonstrations 20:00 - 21:00 February 10, 2005 (Thu)
2. Location: Food floor of the Mitsukoshi Department store (1-4-1, Nihonbashi Muromachi, Chuo, Tokyo)
3. Details (The following is the schedule for the 4th. The demonstrations etc. on the 10th will be scheduled 30 minutes later than the times listed below).
 - (1) 19:30 Visitors must come to the floor by this time (After the store is closed)
 - (2) 19:40 – 19:55 Demonstration for Fruit-related Traceability Systems
 - (3) 20:00 – 20:15 Demonstration for Meat-related Traceability Systems
 - (4) 20:15 – 20:30 Questions and Answers session
4. Note
 - (1) When you enter the store, you need to show your ID. If you would like to cover the event, please fill in the attached form and notify us in advance.

5. Contact

T-Engine Forum Secretariat (Within the YRP Ubiquitous Networking Laboratory)

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E-mail: press@www.t-engine.org

Contact: Hakuta, or Taguchi

**_ Food Traceability Systems/Mitsukoshi In-Store Experiments –
News Conference Application Form _**

To: T-Engine Forum Secretariat

Fax: 03-5437-2271

E-mail: press@www.t-engine.org

* Please select the appropriate options, and return this application form to the T-Engine Secretariat via fax or e-mail in advance.

(1) I would like to cover the opening ceremony on February 2, 2005 (YES / NO)

- If YES: I will cover the ceremony from 8:30 to 9:40 only.

(2) I would like to cover the demonstrations on February 4, 2005 (YES / NO)

- If YES: I will cover the demonstrations from 19:30 to 20:30 only.

(3) I would like to cover the demonstrations on February 10, 2005 (YES / NO)

- If YES: I will cover the demonstrations from 20:00 to 21:00 only.

Company			
Department			
Name	Number of accompanying people		
Address	〒		
Phone	- -	Fax	- -
E-mail			
Special notes			

End